

Important Announcement.

We want you to consider this a personal invitation to call and inspect our showing of Ladies' Tailor-Made Suits and compare prices with those shown elsewhere. We are willing to let our claim rest on your judgment.

GREAT SALE OF BLANKETS AND COMFORTERS

Blankets at 38c. to \$12.50 a Pair.

October is to be the Blanket month of this store, just as January is Linen month, and so known in this vicinity. We propose and fully intend to make this month of October just as notable in our Blanket department as is the first month of the year in our Linen department—and by use of the same means, namely;

By preparing an immense stock of admirable merchandise in all dependable grades, and marking upon same lowest prices quoted anywhere.

There is absolutely nothing in good blankets wanting in this stock.

LAST, BUT MOST IMPORTANT! You have our assurance that all the prices quoted on these blankets and comforts are such that you will be practicing economy in purchasing now.

10x4 all-wool Blanket, in light blue and pink borders, extra weight, wonderful value, will compare with the \$3.50 blanket sold elsewhere, our price \$2.89.

11x4 extra large size White Blanket in red and light blue borders; see these priced to you at \$2.75.

11x4 all-wool Blanket, large, generous size, in pink, light blue and cardinal borders, will compare with any \$5.00 blanket, our price to you is \$3.95.

11x4 Golden Fleece Blanket, sold under our own ticket weight, 5 lbs. 8 oz., all wool, comes in light blue, pink and red borders, equal to many a \$6.00 blanket, our price \$4.25.

12x4 Golden Fleece Blanket, same brand as above mentioned, and sold with same guarantee, weight 6 lbs. 12 oz., price \$4.89.

Better grades of Blankets, ranging in price up to \$12.50.

CHILDREN'S BLANKETS, all wool, \$1.25, \$1.49, \$2.19, \$2.75, \$3.39, \$3.95 and \$4.75.

CHILDREN'S COMFORTS, at 69c. 75c. up to \$2.00.

COMFORTS—we also show an excellent comfort for 75c.

Fine Comforts, made of fancy cretons, at 89c.

Special value in a Comfort made of creton, at \$1.00.

We show exceptional value to you in a comfort at \$1.15.

See our Comforts at \$1.25; they are beauties.

Fine Silkline Comfort, well made, large size, at \$1.50.

A wonder in Sateen Comforts, large size, at \$2.00.

Fine Sateen Comfort, large size, at \$2.25 and \$2.75.

Fine French Sateen Down Comforts, beautifully made, fancy back of solid colors, regular \$8.50 grade, \$7.69.

Fine Down Comforts, silk both sides, \$12.00 grade \$8.98.

Fine Down Comforts, silk both sides, regular \$15.00 grade, now \$9.98.

IN THE SUIT DEPARTMENT.



It does not require an expert to tell that the class of merchandise which we offer in this department is far superior to the ordinary ready-to-wear garments. The rapid increase of our business over all previous records is ample proof that our styles are right and our prices as low or lower than elsewhere.

LADIES' TAILOR SUITS. with tight-fitting or box, with fly front of black and navy blue Cheviot. Jacket satin lined, skirt percale lined; tailor finish, price \$10.00.

SPECIAL FOR MONDAY—Ten Tailored Suits in brown, black and blue mixed, sizes from 34 to 38, made of same grade of cloths as used in our \$25.00 suits; only enough material left to cut one or two suits of a kind. Jacket satin lined, skirt percale lined; as long as they last the price will be \$12.50.

GOLF CAPES—The most serviceable and comfortable garments that a woman can possibly buy. The styles in season are much more attractive than they have ever been before. There is a tendency toward tailor-made Capes without fringe. We have them with fringe and without.

New Quarters for Ladies' Underwear Department.

Third floor from front of store, opposite Glove Department. We have the only exclusive Ladies' and Children's Underwear Department in the city. Here you can find every needed underwear want. We carry all sizes, from the smallest babe size to the largest women's. We have plenty of good salesladies to wait upon you.

We mention only a few of the many specials we have for you.

Boys' and Misses' Ribbed Shirts and Drawers. Prices as follows: Sizes 18 20 22 24 26 28 30 32 34

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Boys' Fleece Lined Shirts and Drawers, 25c apiece.

Boys' and Misses' all-wool Scarlet Shirts, Drawers and Pants, reduced from 35c and 61c to 25c for any size.

Boys' White Half-wool Merino Drawers. We are out of the Shirts, so you can get the drawers at half price, 25c a pair.

Maternity with boys from 4 to 10 years old can secure a bargain in Boys' Swiss Ribbed all-wool Shirts and Drawers, for 42c a pair.

One special lot of Ladies' all-wool Ribbed Pants, mostly small sizes, reduced from \$1.25 to 75c apiece.

Ladies' Natural Ribbed Non-shrinkable Pants and Vests, reduced from 50c to 39c each, mostly small sizes.

Ladies' three-fourths wool Black Ribbed Vests and Pants, \$1.00 each.

Ladies' all-wool White Ribbed Vests and Pants, \$1.00 each.

Ladies' Union Suits in black or white, \$1.50 a suit.

Children's Union Suits, 25c, 45c, 50c, a suit.

Miss Katie Lick, a charming young lady of Staten Island, who has been visiting her cousin, Capt. and Mrs. W. Thompson, on Charlotte street, has returned home, much to the regret of her many friends, from whom she received many attentions during her stay.

Miss Lillian G. Norfleet, of Suffolk, who has been visiting her sister, Mrs. W. M. Whaley, in Ghent, has returned home.

Miss Katherine Edgood, of Richmond, is visiting friends in the city.

Mrs. Andrew Browne and children have returned from Salem, where they have been spending the Summer.

Miss Beulah Wall left yesterday for Staunton, where she will now reside, much to the regret of the many friends she has made during her stay in Norfolk.

Mrs. John B. Whitehead, Jr., is visiting friends in the city.

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